






Laura Luz Cruz De la Rosa

Interactive Design | UX/UI

Graduated with a Bachelor's Degree in Interactive Design, I have five years of experience in creating digital content across various sectors. Currently, I'm helping entrepreneurs launch their MVP projects to drive business growth.

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Work Experience

Geekbears //Mid-UX/UI Designer

- MVP Launching
- Sep. 2024 - Current
- Design of digital products like websites, mobile sites, and apps for entrepreneurs.
- Define user personas, benchmark, create sitemaps, and categorize features for the launch deck.
- Create mockups and UI components based on visual design and style guides.
- ↗ **Achievement:** I successfully defined a total of 10 Discovery projects and actively participated in 4 Design projects, resulting in securing deals worth over 17000 USD.

Mayúscula //Senior Art Director

- Advertising
- March 2022 - June 2023 & January 2019 - August 2019
- Creativity, strategy, planning, and design of digital content for several brands.
- Film, edit and animate audiovisual media.
- Briefs analysis and graphic material for advertising campaigns.
- Designs for printed material and OOH advertising.
- ↗ **Achievement:** Collaboration with Doritos, Sabritas, Virgin Mobile Latam, Embotelladora Aga, Kinder, PepsiCo, Volvo Trucks and Spartan Race, among others. Coverage of live concerts such as Vive Latino, Corona Capital, and Ceremonia.

Primer Plano //Co-Founder, Marketing & Designer Dir.

- Façade Construction
- August 2020 - Nov. 2021
- Design, planning and execute the corporate branding.
- Support material for the sales and operation department.
- Development of website redesign.
- Landing page design and lead generation.
- Collaboration with distributors.
- ↗ **Achievement:** Twenty leads capture per month through the website. Participation in tenders for vertical housing, commercial and industrial sectors accumulating \$30 million. Bid tender winners for the Felipe Ángeles International Airport (AIFA).

Araven //Junior Graphic Designer

- Hospitality
- Nov. 2019 - July 2020
- Design and development of operation guides for clients.
- Follow-up and enforcement of operating guides.
- Printed material for distributors and customers.
- Creation of graphic material for different departments.
- ↗ **Achievement:** Hygiene and food safety guide implemented during Covid-19 with downloads in over 50 countries. Handling and conservation guide included in the training of Grupo Posadas, Xcaret and Grupo Tafer. Operational manual "Standardization of food management" applied in Sushitto and Palacio de Hierro franchises.

Ypasa //Image and Marketing Trainee

- Interior Design
- August 2018 - Dec. 2018
- Creation of communication and mailing strategies for HR.
- Design of printed and digital assets.
- Social media content creator.
- Templates and slides for the sales area.
- ↗ **Achievement:** Management of marketing and HR projects, planning of internal events and training, and redesign of internal communication aligned to corporate branding.

Education

Master in Web and App

Design: UX/UI
2021-2023, LaBasad: Barcelona
School of Arts & Design

Bachelor's Degree

Interactive Design

2014-2018, Universidad Iberoamericana.

Skills

UX

Design thinking
User-centered design
Benchmarking
Desk research
Information Architecture
Wireframes
User testing

UI

Design system
Visual Design & Color theory
Mockups & Layouts
UI Kit & Components
Prototyping
Atomic Design

Soft Skills

Management of several projects.
Empathy with final users.
Collaboration and commitment.
Analysis and resolution.
Creative communication.

Software

Photoshop	Figma
Illustrator	Sketch
InDesign	Protopie
After Effects	HTML
Lightroom	CSS

Languages

Spanish

Native

English

High - Intermediate